

**Amendments to the Specification:**

Please revise paragraph [0021] as follows:

For example, decoder 15 can accumulate therein all the data required to print one reward coupon, for example. When the accumulation of that data is completed, it could all be transferred into short term memory 17. Alternatively, the accumulation and storage of data for an entire coupon would take place in memory 17 under control of controller 19 (discussed below). In any case, memory 17 stores therein data corresponding to a reward for as long as it needs to be kept available for selection by the viewer interactively with the program being performed and to which the viewer is tuned. When that situation changes, such as when a new reward is offered during that same program, or in a different program to which the viewer is tuned, controller 19 can reset memory 17, and the data for the new reward is stored in the newly reset memory 17.

Please revise paragraphs [0022] and [0023] as follows:

When decoder 15 detects a reward as part of signal 2, it generates a reward recognition signal 18 to controller 19. This results in controller 19 generating a memory control signal 20 and an ~~indicator control signal 21~~. ~~When controller 19 receives an indicator control signal 21, it generates~~ indicator output signal 23 to availability indicator 25. Indicator 25 can generate a visual, audible or sensory signal to alert the viewer to the fact that a reward is interactively available during the program to which the viewer is then tuned. The viewer is provided with a handheld, remote control device 27, such as is commonly used with TVs. Such a device includes buttons 28, 29 and 30 depicted for illustrative purposes. Of course, device 27 typically includes many such buttons. Button 30, for example, could be a programmable button on a generally

available remote control device, or it would be a specific button on a customized device 27. In any case, when the viewer depresses button 30 in response to an alert received from indicator 25, and due to the interest by the viewer in a reward then being offered, the reward can be interactively printed as follows. As a result of button 30 being depressed, remote control device 27 generates output signal 31 which is inputted to controller 19. The remote control can be connected to controller 19 directly by wire or through remote transmission. In either case, controller 19 responds to signal 31 by generating print control signal 33 to reward processing circuit 35. Reward processing circuit 35 retrieves the reward printing data then stored in short term memory 17, and processes that signal so as to render it suitable for printing by printer 37. Thus, for example, circuit 35 can have stored therein the printer driver particular to the specific printer 37 being used by the viewer.

Please revise paragraph [0025] as follows:

As explained above, a key aspect of the invention is that the reward data signal 7 includes all of the data required to print a specific coupon, and all of that data is transmitted as part of the broadcast output signal 2. The addition of reward data signal 7 to programming signal 5 adds to the data transmission burdens both at the transmitting end and the receiving end. Although text-heavy reward coupons should not normally be too burdensome in this regard, image-heavy coupons may have a more significant impact. In any case, it may be advantageous to limit the amount of additional data that needs to be broadcast due to the inclusion of the reward data signal in output signal 2. One way of doing so is to permanently store at the viewer's location some of the reward data that is required to print a reward coupon and which is common to all

interactively available rewards. This data is stored in memory 39. Thus, the common reward printing data is stored in memory 39, whereas only the data specific to one reward is broadcast as part of output signal 2. For example, such common reward printing data could be related to the formatting of the rewards. Thus, when controller 19 receives ~~a print control~~ an output signal 31, it generates another memory control signal 41 to memory 39. This triggers the transfer of information from memory 39 to reward processing circuit 35. Circuit 35 then combines the specific reward printing data from short term memory 17 with the common reward printing data from memory 39, and then transfers the combined printing data to printer 37 for the printing of the reward coupon.